

Chapter 1

Introduction

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1.0 Park and Facility Identity Signs

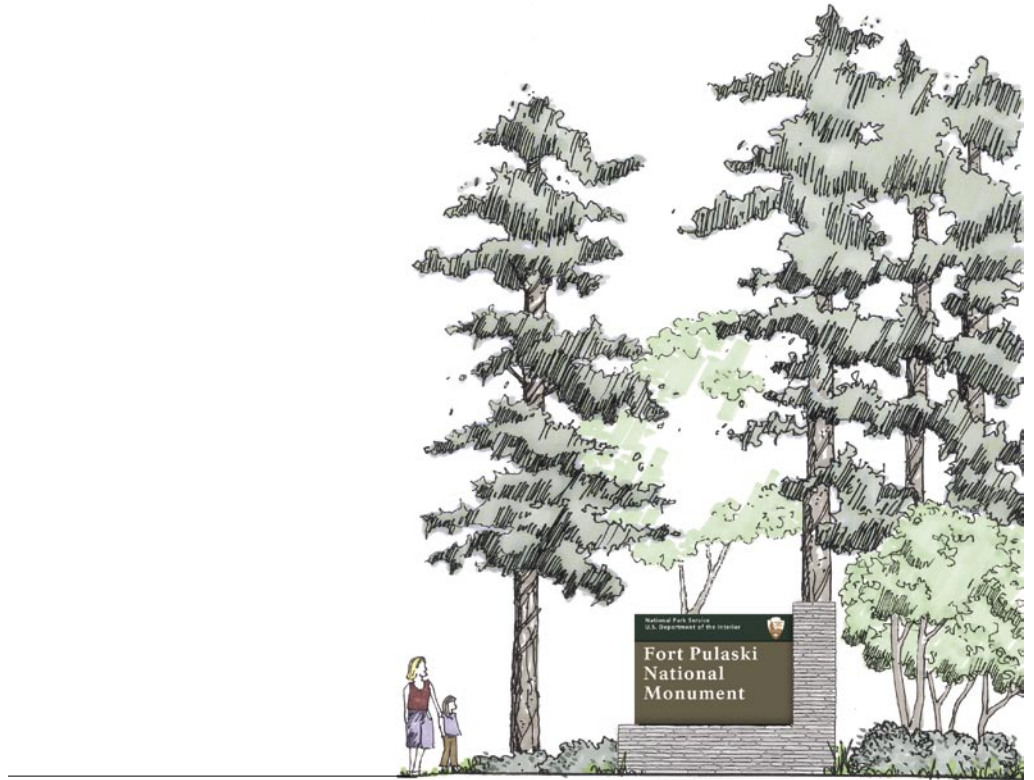
Park and Facility Identity signs are perhaps the most important of all park signs. They welcome visitors as they arrive, providing a gateway that marks the beginning of their park experience. Above all other signs used in a national park, those signs represent an architectural statement that should reflect the importance and quality of the park and the agency. Park and facility identity signs incorporate agency and department names and the NPS Arrowhead symbol. Although designs for standard signs are provided, variations in structure and materials may be used to reflect the character of the park and the sign's setting. To this end, the UniGuide Standards offer considerable latitude in the design of these signs. The various styles are based on historic examples that still exist in many parks. Monolithic, double-post, and hanging sign types may be constructed in a variety of materials to ensure that they are appropriate to their setting. Materials may include wood, cut or random stone, brick, stucco, cast concrete, and porcelain enamel or other metals. To ensure that visitors understand that an individual park is one of many managed by the National Park Service, sign panels are of a consistent appearance, using the NPS Arrowhead, standard typefaces, and other elements from the graphic identity standards. Repetition of these components will help to create a strong public identity and reinforce the fact that parks are managed by a single organization.



Park Identity Monolithic Base
Arrowhead on Sign Panel



Park Identity Monolithic Base with Stone Veneer
Arrowhead on Sign Panel



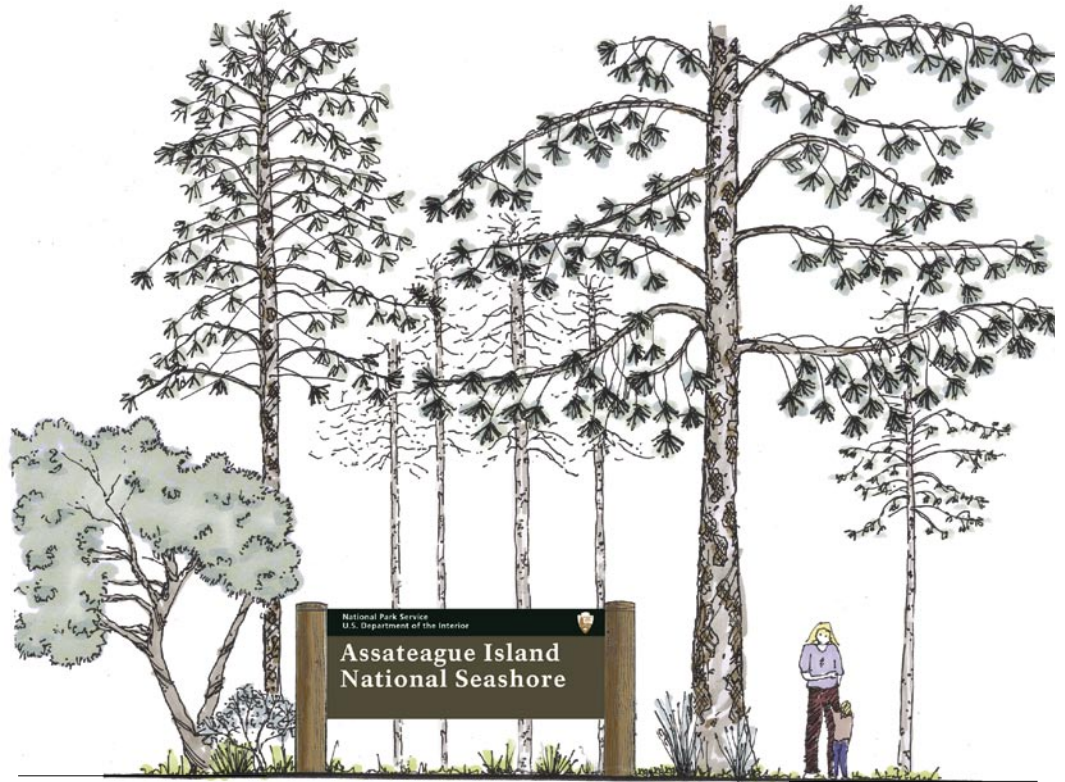
Park Identity Custom Monolithic Base and Side Column with Stone Veneer
Arrowhead on Sign Panel



Park Identity Custom Monolithic Base and Side Column
Arrowhead on Sign Panel



Park Identity Custom Monolithic Base and Side Column with Brick Veneer
Arrowhead on Column



Park Identity Post and Panel
Arrowhead on Sign Panel



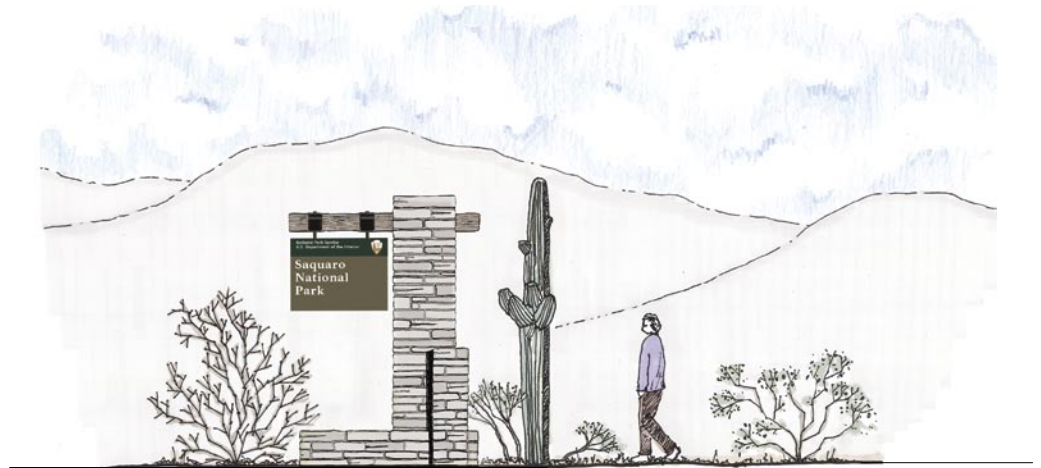
Facility Identity Post and Panel



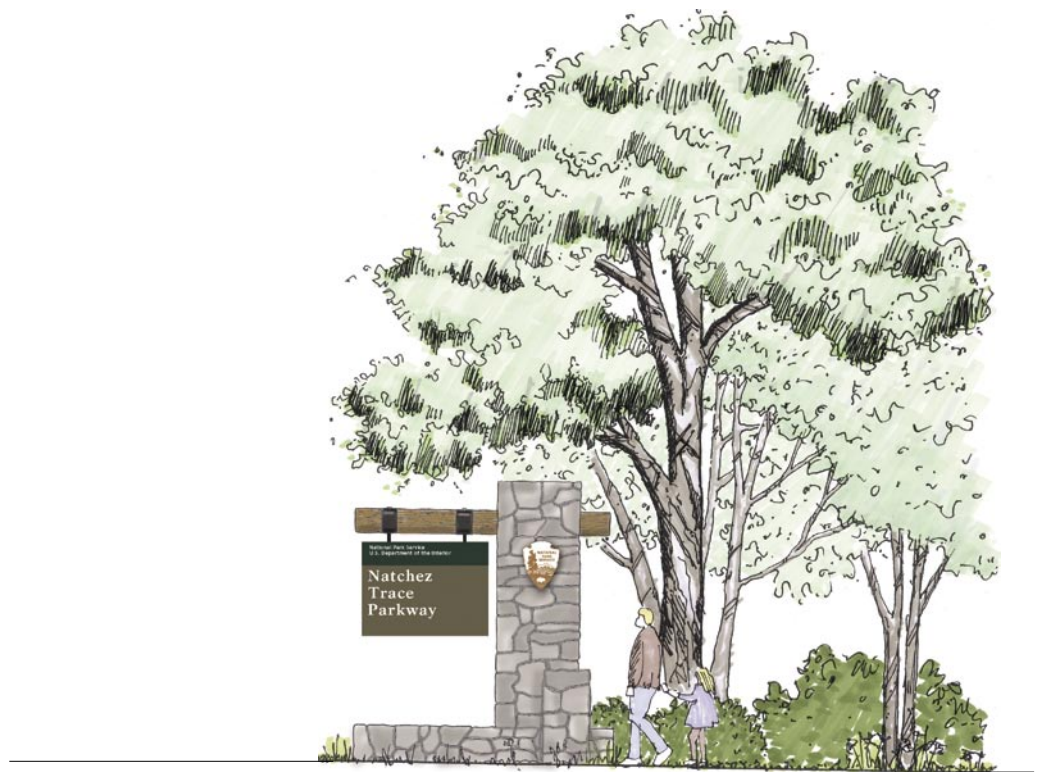
Park Identity Single Post Hanging Sign
Arrowhead on Sign Panel



Facility Identity Single Post Hanging Sign



Park Identity Custom Hanging Pylon with Stone Veneer
Arrowhead on Sign Panel



Park Identity Custom Hanging Pylon with Stone Veneer
Arrowhead on Pylon